



AYRES DOWNSTAIRS STORE

Accessorize Your Costume for Easter!

HANDBAGS

In Simulated Leathers

Simulated leathers in pouch, top handle, zipper and underarm styles. Black, Navy, Turf Tan, Red and Kelly Green. Zippers and coin purses.

\$1.49



Rayon Fabric GLOVES

4 or 6-button lengths in slip-on styles. Plains and fancies in Black, Navy, Turf Tan, Red, Kelly, Beige and White. Sizes 6 to 7 1/2.

\$1 Pr.

—Downstairs at Ayres.

Parade of EASTER COAT FASHIONS

SPORT AND DRESS COATS
FOR JUNIORS AND MISSES

\$14.95

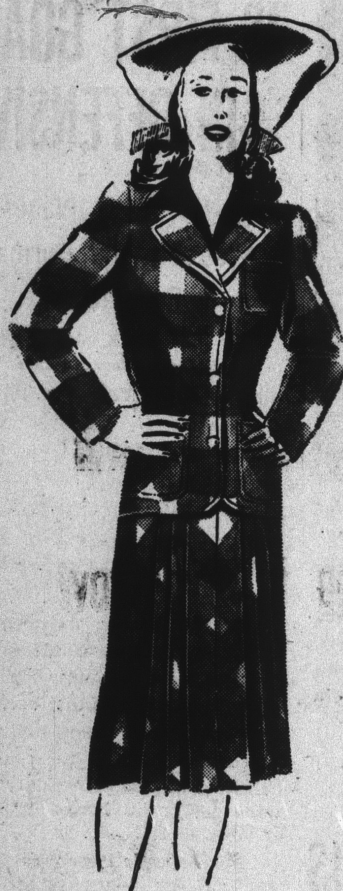
The spice of your Easter wardrobe. A gay new sport or dress coat is the important backlog you'll build your entire costume around. Choose it with care, accessorize it smartly and you're sure to look your happy, joyous self. We've a vast collection of the newest styles in spring coats... we've just the coat you're looking for.

—Downstairs at Ayres.

Plaid shirtwaist coat with tie belt and small patch pockets. 6-button front. Colors in Beige, Blue and Rose. Sizes 9 to 15.

Ombre stripe box coat with saddle shoulder, large buttons and arm holes. Smart flower trim. Blue, red and tan mixtures. Sizes 14 to 20.

Navy dress coat with large detachable white lapels. Collarless, with tie belt. Saddle shoulders and novelty buckle. Sizes 12 to 20.



A Matching SKIRT and JACKET

The Jacket: A trim fitting longer style for Spring. 3 patch pockets. Three-button single breasted style. Beige, Green and Blue plaid.

\$5.98

The Skirt: Ample all-around pleats, zipper placket and button band top. Sizes 12 to 18 in the group. Beige, Green and Blue plaids.

\$4.98



Miami CLOTH SHIRT \$2.25

Luxurious Miami cloth shirt with wide pointed notch collar. Short sleeves. Colors in Gold, White, Aqua or Blue. Sizes 32 to 38 in the group.

Rayon Strutter CLOTH SKIRTS \$3.98

Heavy rayon strutter cloth for active sports. Wide pleats around. Lines Green, Sky Blue and Luggage. Sizes 24 to 32 in the group.



"FRUIT of the LOOM" BROADCLOTH SHIRT \$1.49

Long sleeves with French cuffs, pearl buttons and cuff links. All white with contrasting color saddle stitching trim. 32 to 38 in the group.

Wool FLANNEL SLACKS \$3.98

Side fastening flannel slacks for active lives. Choose colors in Navy or brown. Sizes 12 to 20 in the group. Others from \$2.25 to \$4.98.

—Downstairs at Ayres.



"HEARTBEAT"

A TUNIC TWOSOME
FOR JUNIOR JOY!

\$5.00 SIZES 9 to 15!

A tunic twosome to make two hearts beat as one. Sharp as a tack and trim as a needle. Guess what? It's rayon faille, skirt on a bodice and a jacket top, tie belt and gorgeous gold buttons. Navy, Red, Beige or Green.—Downstairs Junior Corner.

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RAYON HOSIERY

Introducing Magic Ray de Chine Rayon!

89c PAIR

Offering you these advantages: duller finish, sheerer beauty, wearing strength, elasticity and a better fit. Made with tv. styles of heels. These are truly beautiful rayon stockings you'll be proud to wear. New hosiery colors in sizes 8 1/2 to 10 1/2.

—Downstairs at Ayres.

Felt Dutch Bonnet

Felt Pompadour, Felt and Grosgrain Bows

Medium Brim Felt Bonnet

Your Hat for Easter

\$2.00

Jaunty Hamburg in Felt, for Suit Wear

Pompadour Calot with Felt and Vell Trim



"FRUIT of the LOOM" Rayon Crepe Rayon Satin SLIPS \$1.39

You'll get new slattery and a better fit with new spring dresses with your "Fruit of the Loom" rayon slip. Bias and four-gore styles, lace and tailored top. Adjustable shoulder straps. The Rose and White. Sizes 22 to 44.

—Downstairs at Ayres.



CORLISS Style SHOES

All the lovely new foot fashions that you'll be sure to see in the Easter parade. Beautiful calf, gabardines, suedes and elasticized kidskin. Many colors, heel heights and trims to choose from.

\$3.50